

Elizabethtown Area Chamber of Commerce
Board of Directors Meeting
October 11, 2018
Minutes

Attendance: John Snowden, John Yoder, Nathan Lamb, Tina Lutter, Caroline Lalvani, Greg Grogan, Matt Denlinger, Susan Zeager, Kevin Dolan, Debbie Dupler, Emily Drobknock, Heather Hohenwarter, Bob Enck, Keith Yokum, Amanda Smith, George Longridge, Deb Drury

Absent: Toni Tice, Bhumika Lunyal, Emily Drobknock, Kelly Fuddy, Neil Ketchum

Call to Order

Approval of September 13, 2018 Minutes

Moved by Tina; seconded by John Yoder- approved unanimously

Approval of Treasurer's Report- Matt Denlinger

John Snowden passed out an updated treasurer's report. Heather asked what happened to the revolving loan fund. There was an adjusted by 3375.00. Moved to approve by John Yoder; Second by Greg Gogran. Approved.

Old Business

Presentation of Slate – The slate will be presented to chamber members

We open seats - 4 open board seats for 3 year terms- new members

Keith Yokum

Denise Thompson

Gail Shane

Megan Phillips

3 positions up for re-election

Greg Grogan- remains on the board

2 appointed board seats

Will be Kevin Dolan for Deb Drurys seat

Glen Bootay for 2 year position

Leaving the board:

Nathan Lamb, Susan Zeager and Deb Drury are leaving the board

New Business

Annual Meeting Date November 8 at the Library at 7:30am- open to the full membership

Reports

- 1) Executive Committee Report – John Snowden
 - a. Started the evaluation of Heather Hohenwarter; approved a 2% increase for Heather; began review of the by-laws
- 2) Downtown Business Committee – Amanda Smith for Emily Drobknock
 - a. Small scale Trunk n Treat for 2nd Friday 5pm-8pm
 - b. Spearheading ChristmastreEtown
- 3) Events Committee – Debbie Dupler for Toni Tice
 - a. Held the luncheon on the October 9, 2018 with Brian Roche
 - b. Next mixer is November 13, 2018 at Funk's sponsored by Funk and Union Community Bank
 - c. December 11, 2018 mixer is at Hennigans and they have rejoined to sponsor – Legislative lunch
 - d. Worked on sponsorship packages for the annual dinner
 - e. Heather is working with WGAL- Ann Shannon to be the MC at the annual dinner
 - f. Reviewing the price of the dinner
 - g. Atomic Design is scheduled to be at one of our luncheons in 2019
- 4) Marketing Committee –
 - a. Heather Hohenwarter report mirrors the work of the marketing committee- she will report out.
- 5) Membership Committee – Deb Dupler
 - a. Have not met yet—still looking for testimonials
 - b. Hoping to use testimonials in marketing and membership drive
- 6) Economic Development Committee – Heather and Caroline Lalvani
 - a. Discussed the Revolving Loan requirements and modified so that we can remove obstacles that might be preventing people from applying. We worked to make it more accessible. Looking at revising the criteria for the loan, and the amount of the loan. Two applications have been sent out.
- 7) Executive Director's Report – Heather Hohenwarter
 - a. Engaged Leadership
 - i. Ribbon cutting with Kains' Auto – 10/25 at 6pm
 - ii. Ribbon cutting for Luna- 10/26/ at 7pm
 - b. Hired new Executive Assistant – Debbie Bowen
 - c. New Newsletter
 - d. Update on the Year in Review and made a presentation to the municipalities

- i. Have presented to Elizabethtown Borough and West Donegal
 - ii. Mt. Joy presentation is on Monday October 11, 2018
- e. Met with new business owners
- f. New member update was reviewed from her report
 - i. Highlighted John Walker experience in becoming a new member- and how the chamber can be beneficial in opening up a new fitness center- homebased facility in West Donegal.
- g. Encouraged the Board to use the Member to Member benefits
- h. Economic Development- how to support the growth of Stone Gables
- i. Met with Venture Litz manager and Gretna Theater representative to establish a support group for innovative initiative
- j. Reviewed the grant report that was submitted to the College for the BBT Destination Etown Grant Compliance. Please see full document in googledocs
- k. Marketing Report and Update
 - i. Launched new website- reviewed all of the new features
 - ii. Showed new video
 - iii. Discussed the need to raise sponsorship to support the Billboard on 283 that would support advertising ChristmastreEtown. We need to have \$2500.00. At present we have \$800.00. If we can't raise the full \$2500.00 we will not be able to utilize the billboard. We will have light pole banners and yard signs. Will look at using Christmas tree flags and a Tree lighting ceremony in conjunction with the parade.
 - iv. Nathan commented that those businesses who will benefit from increased foot-traffic with the billboard exposure won't sponsor the billboard, not sure others will be on board to support it. May not want to spend too much more effort in trying get additional sponsorship

8) Elizabethtown Borough – no report

9) West Donegal Township – John Yoder

- a. Continued interest in the Industrial park in part due to the LERTA
- b. Roadwork for the year is done
- c. Stone Gables gave a presentation on the Belmont Barn and the Train
- d. The Newville Road access- there will be paved access for second means of egress for the Stone Gables property
 - i. Includes a new bridge
- e. They are in the budget process

Mount Joy Township – Deb Dupler

- a. Westbrook housing development received zoning approval for 250 housing units
- b. Goodwill received approval to demolish current building and rebuild
- c. Received estimates for a dual lane bridge at Aberdeen Mills on Mill Road. Still researching single lane options.

d. Prospect Road Bridge is going to be removed

10) School District – George Longridge

- a. Signing contracts through MarketStreet Sports for advertising at the school district
- b. Gears- asking to make changes to the upcoming contract that is between the municipalities, district and GEARS. The contract expires at the end of 2019. George clarified that conversations have been going on between GEARS and the District since February of 2018
- c. In November (November 5) there will be a Town Hall meeting that will focus on changes in transportation among local daycares and the district. Elizabethtown Child Care Center has asked to have a Town Hall meeting so that the District can answer questions pertaining to transportation

Adjourn –

Moved to adjourn by John Yoder; second by Susan Zeager. Approved